

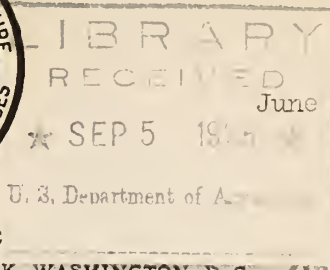
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EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

CARTOONS HUMANIZE CIRCULAR LETTERS

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Simple cartoons and illustrations are being increasingly used by extension workers to put human interest and appeal in their circular letters. The circular letter illustrated on the reverse side of this sheet was recently sent to county extension agents in Virginia. Assistant Director W. P. Moore commented on its use as follows: "We recently sent 200 copies to the agents in Prince Edward and Prince William Counties and one copy to our other agents with a letter stating that additional copies would be furnished on application. Since that time we have had a half dozen requests from agents asking for from 100 to 500 copies. It seems to be a very popular letter."

A letter of this type not only meets a timely problem, but its simplicity makes it possible for any agent with limited printing funds to imitate. An interesting and revealing side light on the use of this letter is the fact that coupled with other means and agencies, it is getting results while a similar letter used in four States last year, calling attention to an inclosed circular on storage eggs, had little effect. A study of the factors showed that the eight-page circular provided too many alternatives. It had been found, also, that people would not buy crocks to store eggs, and that eggs could be successfully stored in lard cans and wooden buckets.

As a result of this study, the circular letter illustrated was prepared. Simultaneously with its use some of the agents held meetings in demonstrating the storage of eggs in clean, new wooden buckets and lard cans which are generally available. Druggists were requested to place educational exhibits in the windows and news items were released. The check-up on the increased amount of water glass sold has aided in estimating the results obtained.

Original distribution to all cooperative extension agents in the Southern States and to extension directors and supervisors in all States.

~ Store Fall Eggs Now ~



Buried Treasure

Eggs are now selling below what it costs to produce them. If you store your eggs now for home use next winter, the fresh eggs gathered then may be sold at the higher price.

By using water glass, all fresh, clean eggs may be stored at about $2\frac{1}{2}$ cents a dozen. One quart of water glass added to about 9 quarts of water

that has been boiled and cooled will preserve 15 dozens of eggs. Select a thoroughly scalded 5-gallon wooden bucket or crock and place the eggs resting on small end in the solution, being careful to keep them covered with at least two inches of the solution. Keep in a cool, dry place well covered to prevent evaporation. Store your cheap eggs now and sell fresh eggs at high prices next winter.

County Agent

Home Demonstration Agent

STORE EGGS IN WATER GLASS - KEEP COOL AND DRY